



THE BORDERPLEX ALLIANCE



# 2025 ASCEND PLAN IMPLEMENTATION

FINAL REPORT  
MARCH 2025

## POINT OF CONTACT

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## IMPLEMENTATION OVERVIEW

After four years, the implementation of the Ascend Plan has come to a close. The plan has driven significant progress, with 48 action items completed and 59% of its objectives achieved. A total of 41 projects were successfully executed, underscoring a strong commitment to economic development, workforce preparedness, and industry collaboration.

This report focuses solely on the key performance indicators (KPIs) of these 41 projects. While previous reports provided detailed insights into their implementation, this report emphasizes their measurable outcomes. The overview reflects the work carried out by the strategy team and does not include action items completed by other departments within the Borderplex Alliance or its community partners.

Several key initiatives have sustained long-term impact, with eight projects **running for two or more years**, ensuring continuity and deeper regional engagement. Notable multi-year initiatives include:

- Business Retention and Expansion Community of Practice: 2021 - 2022
- Future of Work Committee: 2021 - 2022
- Binational Technology Forums: 2021 - 2022
- Borderplex Supplier Association: 2021 - 2024
- Binational Technology Council: 2021 - 2024
- Business Financial Literacy Accelerator: 2022 - 2024
- Borderplex Buyer Supplier Program: 2022 - 2024

# DIGITAL TRANSFORMATION

## KEY OUTCOMES

The 2025 Ascend Strategic Plan prioritized digital transformation to enhance digital literacy, broadband access, and technological innovation. These initiatives were designed to equip individuals and businesses with the skills and infrastructure needed to thrive in a rapidly evolving digital economy. Collaborations with public and private stakeholders strengthened the region's digital ecosystem through training programs, infrastructure projects, and strategic partnerships.

To enhance digital literacy and technical proficiency, multiple initiatives were conducted, resulting in:

- **42 total training events** and presentations to improve digital literacy and technical skills.
- **306 participants trained** across various digital transformation initiatives.
- **83 certificates of completion** in emerging technology fields.

## BINATIONAL TECHNOLOGY FORUM

Hosted **3 tech forums**, engaging **80 professionals** in discussions on energy, EVs and cybersecurity.

## BINATIONAL TECHNOLOGY COUNCIL

The Binational Technology Council (BTC) played a pivotal role in advancing digital skills, workforce development, and industry collaboration. Over multiple years, BTC has:

Conducted **4 training sessions** and **9 presentations**, reaching **131 participants**.

Trained participants in relevant topics such as **Introduction to Industry 4.0 for manufacturing** and **Introduction to AI for Educators**.

Issued **83 certificates of completion** in emerging technology fields.

## BORDERPLEX CONNECT

As a comprehensive initiative focused on digital inclusion and broadband expansion, the Borderplex Connect organization was formed, with the Borderplex Alliance as a cofounder (2022). This community-led organization plays a crucial role in bridging the digital divide and ensuring that individuals and businesses had access to both essential digital skills and the necessary infrastructure to participate in today's economy. The program:

- Borderplex Alliance was a cofounder (2022).
- Borderplex Alliance was part of the Board of Directors (2022 - 2023).
- Hosted **4 training sessions** on digital literacy with **175 individuals** successfully earning digital literacy credentials. Launched **25 projects** focused on broadband expansion and digital access.
- **Key partners** included: UTEP, El Paso Community Foundation, City of El Paso, El Paso County, Dona Ana County, City of Las Cruces, Microsoft, Federal Reserve Bank of Dallas, Community Foundation of Southern New Mexico, Marathon Petroleum.



# SMALL BUSINESS DEVELOPMENT

The small business development initiatives played a key role in strengthening the regional supply chain. By facilitating key business-to-business (B2B) engagements, supplier connections, and financial training, these initiatives empowered local businesses to integrate into larger supply chains, supporting regional economic resilience.

## SUPPLIER DEVELOPMENT

The publications of the Supplier Brief had **810 unique views**, communicating updates of different industries and supplier opportunities.

**86 supplier opportunities** were created through the Buyer - Supplier Program, identifying supplier opportunities for small businesses to integrate into larger industry networks.

**8 buyers** were supported through the Buyer - Supplier Program, connecting them to vetted regional suppliers.

**67 suppliers** were matched with buyers.

Additionally, through the promotion of Sustainment.tech, **10 supplier opportunities** were identified, assisting 1 major buyer in collaboration with TMAC.

**4 Supplier Association events** were held, providing trainings for small businesses with topics around exporting and with collaboration of partners such as the Export-Import Bank of the United States (EXIM).

## FINANCIAL LITERACY & BUSINESS SUPPORT

**3** financial literacy programs were executed

**20** Participants received training through the Business Financial Literacy Forum on the Five C's of Credit.

**22** Certificates of participation earned by business owners and entrepreneurs in **two years of implementation.**

**\$19,000** In funding to support financial education.

**14** Key Partners



## PARTNERS

### FINANCIAL LITERACY



# EDUCATION AND WORKFORCE DEVELOPMENT

## KEY OUTCOMES

Through a series of targeted programs, the region enhanced educational offerings, provided professional development opportunities, and created pathways for workforce readiness.

Collaborations with educational institutions, industry leaders, and workforce development organizations led to the establishment of new certifications, internships, and professional training initiatives. These efforts contributed to upskilling the workforce, supporting job creation, and fostering economic resilience.

- **11 initiatives launched**
- **578+ individuals engaged**
- **5 internships created**
- **3 key workforce programs developed**
- **69 reviewed programs**
- **17 reports, newsletters, and training sessions delivered**
- **\$22,770 in allocated funding**



To support innovation and research, a CPRIT Round Table was held, providing a platform for researchers to gain essential insights into funding opportunities for Cancer Research.

- **1 Educational Seminar conducted**
- **20 Researchers trained**



In response to industry needs, new education pathways were created to advance engineering expertise and product development skills. These efforts resulted in:

- **2 new Engineering Master's courses**
- **1 new Certification Program in Product Development**



A comprehensive review of workforce education programs ensured alignment with evolving business needs. As a result:

- **65 programs were reviewed in partnership with leading regional employers and Education Institutions.**



## SCHNEIDER ELECTRIC INTERNSHIP - ENVIRONMENTAL HEALTH AND SAFETY



Providing hands-on experience to future professionals, Schneider Electric, in collaboration with regional partners, launched an Environmental Health and Safety Internship. This initiative included:

- **1 new Internship Program established**
- **5 interns participated**
- **3 partner organizations involved (Schneider Electric, Workforce Solutions, UTEP)**
- **\$22,770 in funding allocated**

# EDUCATION AND WORKFORCE DEVELOPMENT

## BUSINESS RETENTION AND EXPANSION (BRE) COMMUNITY OF PRACTICE

To promote economic sustainability and business retention, a Business Retention and Expansion (BRE) Community of Practice was established. This initiative led to:

- 1 Business Retention and Expansion Community of Practice formed
- 1 COVID-19 Impact Report developed by the Hunt Institute



## BRE PROFESSIONAL DEVELOPMENT TRAINING

Professional development training was conducted throughout 2021 and 2022 through the Business Retention and Expansion Community of Practice (BRE COP). Courses provided cover topics such as Business Continuity/Continuity of Operations Overview, Defining Cyber Risk for Business, Policies and Procedures, Execution, Training, and Exercises, and Developing a Cyber Program.

- 5 training courses completed
- 48 participant hours logged



## BRE NEWSLETTER

Regular communication was maintained to keep stakeholders informed and engaged, leading to:

- 10 active members engaged
- 2 BRE Newsletters published

## FUTURE OF WORK COMMITTEE

Addressing workforce trends and future job market needs, the Future of Work Committee conducted outreach and released findings, including:

- 500+ people directly outreached
- 1 Future of Work Report released

# MARKETING AND PARTNERSHIPS

In partnership with key institutions and organizations, strategic marketing materials were developed to further economic development, including:

**Aerospace & MRO Marketing Plan**

**Biotech Industry Marketing**

**Cybersecurity & Computer Science Marketing**

